

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 570 Issue 1



AUG 14 2012

**NBC 4 / WCMH**  
3165 Olentangy River Road  
Columbus, OH 43202  
PHONE (614) 263-4444 FAX (614) 447-9107

Original

<b>Client:</b>	Priorities Usa Action/ Issue	<b>Submission Cost:</b>	45000	<b>Campaign Ref:</b>	E:120810067
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	321 /340 /1563	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/01/12 to 10/14/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06273075
<b>Est/PO Number:</b>	06273075	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	Priorities Usa Actio	<b>Booking Group:</b>	WCMH	<b>Key Market:</b>	Columbus, OH
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate		Spot Type		10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	02	1100		30 Comme	Nbr of Spots	1		1	1100
2	M-F 12p News ...F..	03	550		30 Comme	Nbr of Spots	1		1	550
3	M-F 5a News ...F..	03	550		30 Comme	Nbr of Spots	1		1	550
4	M-Su 6p News ...F..	03	1800		30 Comme	Nbr of Spots	1		1	1800
5	M-F 7p Extra ...F..	03	1300		30 Comme	Nbr of Spots	1		1	1300
6	M-F 9a Today Show II ...F..	03	1000		30 Comme	Nbr of Spots	1		1	1000
7	M-F 10a Today Show III M.....	03	600		30 Comme	Nbr of Spots		1	1	600
8	M-F 1237a ET / 1137p CT Late Night M.....	03	400		30 Comme	Nbr of Spots		1	1	400
9	M-F 4p Ellen	03	1100		30 Comme	Nbr of Spots		1	1	1100
Weekly Totals: Total Spots(Ord Spots)							31	5	36	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5a News M.....	03	550	30 Comme		1	1	550
11	M-F 6a News M.....	03	1500	30 Comme		1	1	1500
12	Sat 6a News .....S.	02	1100	30 Comme	1		1	1100
13	Sat 7-8a Today Show .....S.	03	1600	30 Comme	1		1	1600
14	M-Su Late News Late Run .....S.	01	2500	30 Comme	1		1	2500
15	M-Su 6p News .....S.	03	1800	30 Comme	1		1	1800
16	Sun 630a News .....S 06:30:00-08:00:00	03	1300	30 Comme	1		1	1300
17	Sun 8a Today Show .....S.	03	1700	30 Comme	1		1	1700
18	M-F 10a Today Show III ...T...	03	600	30 Comme	1		1	600
19	M-Su 11p News ...T...	03	2500	30 Comme	1		1	2500
20	M-F 1237a ET / 1137p CT Late Night	03	400	30	1		1	400
<b>Weekly Totals: Total Spots(Ord Spots)</b>					31	5	36	

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[nbc4.com](http://nbc4.com)

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<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 45000	<b>Campaign Ref:</b> E:120810067
<b>Buyer:</b> ...	<b>Client/Product/Estimate:</b> 321 /340 /1563	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06273075
<b>Est./PO Number:</b> 06273075	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 5p News ...T....	03	1400	30 Comme	1		1	1400
22	M-F 6a News ...T....	03	1500	30 Comme	1		1	1500
23	M-F 7a Today Show ...T....	02	1800	30 Comme	1		1	1800
24	M-F 730p Inside Edition ...T....	03	1200	30 Comme	1		1	1200
25	M-Su 11p News ...T....	03	2500	30 Comme	1		1	2500
26	M-F 12p News ...T....	03	550	30 Comme	1		1	550
27	M-F 5a News ...T....	03	550	30 Comme	1		1	550
28	M-F 5p News ...T....	03	1400	30 Comme	1		1	1400
29	M-F 7p Extra ...T....	03	1300	30 Comme	1		1	1300
30	M-F 7a Today Show ...T....	02	1800	30 Comme	1		1	1800
31	M-F 1135p ET / 1035p CT Tonight Show	02	1100	30 Comme	1		1	1100
Weekly Totals: Total Spots(Ord Spots)					31	5	36	

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Est./PO Number:	06273075	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
32	M-F 12p News ..W....	03	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 4p Ellen ..W....	03	1100	30 Comme	Nbr of Spots	1	1	1100
34	M-Su 6p News ..W....	03	1800	30 Comme	Nbr of Spots	1	1	1800
35	M-F 6a News ..W....	03	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 9a Today Show II ..W....	03	1000	30 Comme	Nbr of Spots	1	1	1000
Weekly Totals: Total Spots(Ord Spots)					31	5	36	

Grand Totals		Month 10 Weeks: 4	
	Totals	10/01	10/08
Spots	36	31	5
Cost	45000	40950	4150

Grand Totals:	Spots:	36
	Gross Total:	45,000.00
	Commission:	6,750.00
	Net Total:	38,250.00